Tab Name (includes voucher detail)	Ad Example #	Adjustr	nent Amount
Infrastructure	54 and 54.1	\$	(106,962)
Facebook	1 and 54.3	\$	(40,935)
St. Louis Cardinal Radio	46	\$	(23,300)
Rockhold Mktg	37	\$	(11,518)
JJKersee Foundation	25	\$	(300)
Total AG Adjustment		\$	(183,015)
Credits not applied to AG's adjustments - In	\$	16,974	
AIC - not seeking recovery 2 vouchers- Rock	\$	2,320	
AIC - not seeking recovery 1 voucher- JJ Ker	\$	300	
Total AG Adjustment with credits		\$	(163,421)

Voucher			Ad Example		
Number	Vendor Name	Necessity/Description	Number	AG Adjustment	
			_		
002258804	WEBER SHANDWICK	Infrastructure Improvement Advertising Campaign	54	\$ (451.50)	
002296138	WEBER SHANDWICK	Infrastructure Improvement Advertising Campaign	54	\$ (18,847.46)	
		Infrastructure Improvement - estimate for media and strategy for 2014			
002095092	WEBER SHANDWICK	advertising	54	\$ (10,488.57)	
002192994	WEBER SHANDWICK	Infrastructure Improvement Advertising Campaign	54	\$ (40,273.07)	
002145991	WEBER SHANDWICK	Infrastructure Improvements - account management	54	\$ (387.00)	
002124032	WEBER SHANDWICK	Infrastructure Improvements - media buy and AIC web strategy for 2014	54	\$ (7,200.00)	
002145989	WEBER SHANDWICK	Infrastructure Improvements - AIC web page designs	54	\$ (10,420.60)	
002189076	WEBER SHANDWICK	Infrastructure Improvements- Video shoot and script development	54	\$ (7,714.01)	
				\$ (95,782.21)	
			_		
002119076	WEBER SHANDWICK	Infrastructure Improvements - Equipment Trailer wrap design	54.1	\$ (5,700.00)	
002177074	WEBER SHANDWICK	Infrastructure Improvements - Equipment Trailer wrap install	54.1	\$ (5,480.16)	
			_	\$ (11,180.16)	
	Total AG Adjustment				
				\$ (106,962.37)	
	Credits not applied to A	AG's adjustments		\$ 16,974	
	Total with credits			\$ (89,988.37)	

			Ad		
Voucher			Example		
Number	Vendor Name	Necessity/Description	Number	AG Adjustment	Additional Description
		•	1		
		HEGGER, MEGAN-FACEBOOK			
002167412	FACEBOOK	ADVERTISING	1	(1,156.78)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		HEGGER, MEGAN-FACEBOOK			
002190867	FACEBOOK	ADVERTISING	1	(1,766.62)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		HEGGER, MEGAN-FACEBOOK			
002212532	FACEBOOK	ADVERTISING	1	(2,175.08)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		HEGGER, MEGAN-FACEBOOK			
002241309	FACEBOOK	ADVERTISING	1	(1,918.18)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		HEGGER, MEGAN-FACEBOOK			
002270647	FACEBOOK	ADVERTISING	1	(2,258.39)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		HEGGER, MEGAN-FACEBOOK			
002287058	FACEBOOK	ADVERTISING	1	(2,610.81)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		MASINELLI, TODD-FACEBOOK			
002061987	FACEBOOK	ADVERTISING	1	(120.58)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		MASINELLI, TODD-FACEBOOK			
002096773	FACEBOOK	ADVERTISING	1	(473.56)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		MASINELLI, TODD-FACEBOOK			
002113565	FACEBOOK	ADVERTISING	1	(30.10)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		HEGGER, MEGAN-FACEBOOK			
002113614	FACEBOOK	ADVERTISING	1	(250.08)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		HEGGER, MEGAN-FACEBOOK			
002140064	FACEBOOK	ADVERTISING	_ 1	(833.25)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		HEGGER, MEGAN-FACEBOOK			
002140064	FACEBOOK	ADVERTISING	1	0.33	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		HEGGER, MEGAN-FACEBOOK			
002315887	FACEBOOK	ADVERTISING	_ 1	(3,990.36)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		HEGGER, MEGAN-FACEBOOK			
002335134	FACEBOOK	ADVERTISING	1	(3,166.76)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		Infrastructure Improvements -			
002095093	WEBER SHANDWICK	Facebook advertising	54.3	(1,724.68)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		Infrastructure Improvements -			
		Facebook advertising and radio ad for			
002081810	WEBER SHANDWICK	Chicago Bears network	54.3	(4,304.68)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		Infrastructure Improvements - web			
002066637	WEBER SHANDWICK	pages and tweets development	54.3	(9,120.38)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
		Social Media Engagement - media			
002066634	WEBER SHANDWICK	playbook and Facebook guidance	54.3	(5,035.50)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook

Total AG adjustment (40,935.46)

Voucher			Ad Example		
Number	Vendor Name	Necessity/Description	Number	AG Adjustment	Added Description
002199986	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(726.00)	Radio - Economic Development, Recruiting
002199994	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	_ 46	(3,490.60)	Radio - Economic Development, Recruiting
002201156	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	_ 46	(3,490.00)	Radio - Economic Development, Recruiting
002201450	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(3,490.00)	Radio - Economic Development, Recruiting
002228321	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(3,489.92)	Radio - Economic Development, Recruiting
002251245	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(3,489.92)	Radio - Economic Development, Recruiting
002277263	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(3,489.92)	Radio - Economic Development, Recruiting
002322526	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(1,634.00)	Radio - Economic Development, Recruiting
Total AG Adjustment				(23,300.36)	

		(In Dollars)		,
Voucher Number	Vendor Name	Necessity/Description	Ad Example Number	AG Adjustment
	1			
		INFORMATIONAL MESSAGING CUSTOMER		(, , , , , , , , ,)
002117682	ROCKHOLD MARKETING L	EDUCATION MESSAGE	37	(1,246.89)
		Rockhold Marketing - Design and Printing		
002184246	ROCKHOLD MARKETING L	Marketing	37	(/
002184246	ROCKHOLD MARKETING L	PURCHASING RATE	37	(6.30)
		Rockhold Marketing - Design AMI		
002189231	ROCKHOLD MARKETING L	Communications Mgs		(1,080.00)
002189231	ROCKHOLD MARKETING L	PURCHASING RATE		(15.12)
		Rockhold Marketing - Design AMI		
002234758	ROCKHOLD MARKETING L	Communications Mgs- poster design		(96.00)
002234758	ROCKHOLD MARKETING L	PURCHASING RATE		(1.34)
		Rockhold Marketing - Design AMI		
002269123	ROCKHOLD MARKETING L	Communications Mgs-banner design		(432.86)
002269123	ROCKHOLD MARKETING L	PURCHASING RATE		(6.06)
		Rockhold Marketing - Design AMI		(===)
002292709	ROCKHOLD MARKETING L	Communications Mgs- table top displays		(5,880.60)
002292709	ROCKHOLD MARKETING L	PURCHASING RATE		(82.33)
002232703	NOCKTOED WINKKETHIGE	Rockhold Marketing - Fact Sheet used by		(02.33)
002305061	ROCKHOLD MARKETING L	Public Affairs		(1,188.00)
002303001	ROCKHOLD WARKETING L	Rockhold Marketing - Fact Sheet used by	_	(1,188.00)
002305061	ROCKHOLD MARKETING L	Public Affairs		(16.63)
002303001	ROCKHOLD WARKETING L			(10.03)
002222600	DOCKLIOLD MADKETING	Rockhold Marketing - Fact Sheet used by		(4.400.00)
002322699	ROCKHOLD MARKETING L	Public Affairs	<u> </u>	(1,100.00)
		Rockhold Marketing - Fact Sheet used by		()
002322699	ROCKHOLD MARKETING L	Public Affairs		(15.40)
_				
Total AG Adj				(11,517.53)
AIC adjustme	ent			2,320.03
Total Adjustr	nent			(9,197.50)

^{*} AIC has decided not to seek recovery of these expenses and will remove the amounts from its proposed revenue requirements. See Ameren Exhibit 10.6.

			Ad			
Voucher			Example	AG		
Number	Vendor Name	Necessity/Description	Number	Adjustment	Added Description	
002243111	JACKIE JOYNER KERSEE Foundation	Ad in Event Booklet	25	(300.00)	Customer informational messaging-	*
					Ameren supporting community	
			_		needs through contributions.	

^{*} AIC has decided not to seek recovery of this expense and will remove the amount from its proposed revenue requirements. See Ameren Exhibit 10.6.